

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: Steve Piskor

DATE: August 7, 1992

FROM: Karen Eisen, Natalie Ellis

SUBJECT: Qualitative Research on Promotional Programs

As promised, attached are directions for the remaining stops on our research tour.

Pittsburgh

Campos Market Research
216 Blvd. of the Allies
Pittsburgh, PA 15222
(412) 471-8484

Monday August 17

4:00 P.M. Males 21-24
Marlboro Red smokers
6:00 P.M. Males 25-34
Marlboro Red Smokers

Tuesday August 18

4:00 P.M. Females 21-30
Marlboro Lights smokers
6:00 P.M. Males 21-24
Marlboro Light smokers

Cincinnati

Assistance in Marketing
11890 Montgomery Road
Cincinnati, OH 45249
(513) 683-6600

Monday August 24

4:00 P.M. Males 21-24
Marlboro Red smokers
6:00 P.M. Males 21-30
Camel FF/Light smokers

Tuesday August 25

4:00 P.M. Males 25-34
Marlboro Red smokers
6:00 P.M. Males 25-34
Marlboro Light smokers

Los Angeles

Plaza Research
6053 W. Century Blvd.
Los Angeles, CA 90045
(310) 645-1700

Wednesday September 2

4:00 P.M. Males 21-24
Marlboro Red smokers
6:00 P.M. Females 21-30
Marlboro Light smokers
8:00 P.M. Males 21-30
Camel FF/Light smoker

Thursday September 3

4:00 P.M. Males 21-24
Marlboro Lights smokers
6:00 P.M. Males 21-30
Camel FF/Light smoker
8:00 P.M. Males 25-34
Marlboro Lights smokers

cc: A. Marrullier

D. Beran
N. Lund
A. Macrae
E. Merlo
M. Salzman
J. Taylor
C. Taylor-Hines (Y&R)

2045726606